



The CPD Standards Office is a unique organisation and was founded with the vision of understanding and enabling positive and successful CPD and learning experiences. As a highly specialised expert team, our university led research has equipped us with extensive expertise on all things CPD.

Between the work of the Professional Development Consortium and the CPD Standards Office dual CPD research and accreditation activities sharpen our knowledge and expertise. This enables us to work with individual coaches, training providers, employers, and 'membership organisation's as a collaborative CPD network & community.

## CPD Requirements for Marketers

### Background

Marketing as a profession or sector is not regulated. Instead, individuals that are in professional marketing roles may be a member of any of the below professional bodies where they may have mandatory CPD requirements.

One of the largest professional bodies is the Chartered Institute of Marketing (CIM) which has a global presence and thousands of individual members. CIM is widely known for its marketing qualifications, and its chartered marketer status which requires members to do 35 hours of CPD annually.

### Chartered Institute of Marketing

Marketers belong to the Chartered Institute of Marketing (CIM). The CIM sets 35 hours annual target and Chartered Marketers must complete these number of hours a year.

The CIM requests that members record all their activities via the CIM online CPD portal. Chartered Marketers must provide an annual CPD submission documenting their development activities for the CPD year. This ensures individuals skills and improve knowledge and remain current and effective as a marketing professional.



CPD can be any topic. Then the individuals simply record all the learning and development activities that are undertaken over the membership year and complete a short reflection on each one to highlight its impact on your practice. Once the CPD year is completed each member will receive a physical CPD certificate as tangible proof of the commitment to ongoing development. It proves to current and potential employers that each member is serious about maintaining their knowledge and skills in marketing.

## Digital Marketing

The **Internet Advertising Bureau (IAB)** is the trade association for online and mobile advertising. It promotes growth and best practice for advertisers, agencies and media owners. They offer accredited CPDSO courses including:

- Digital Marketing Essentials
- Digital Creative Solution Sales
- Digital Creative Sales
- Programmatic Essentials
- ROI for Digital Markets



## Other Professional Bodies

- **The Institute of Direct and Digital Marketing (IDM)** is another institute that expects its members to undertake CPD. Also requiring 35 hours of CPD to be completed a year.
- **The Institute of Practitioners in Advertising (IPA)** are another professional body who have advertising and marketing organisations and professionals as members. The IPA's CPD scheme encourages member advertising agencies to provide development opportunities for staff, across departments and disciplines.

Here is a link to the IPA's CPD Framework:

<http://www.ipa.co.uk/framework/sections/cpd/cpdzone.aspx>

## Reaching this audience...

*Our top tips for training providers seeking to engage and train Marketers...*

Chartered Marketers are continually seeking CPD activities to satisfy their CPD requirements and can undertake CPD on any topic. As a target delegate group, Marketers are easy to identify, and training providers can easily build their connections and client base in this area:



A platform of groups for Marketeers are present on LinkedIn. Visit <https://www.linkedin.com/groups/> - Use the 'discover' tool to search for groups discussing marketing. Once you become a member, we recommend posting and communicating regularly to introduce you and your training. Over time, you will become a trusted adviser, expand your network and will find that individuals reach out to you for your expertise and training solutions.

## Print and Digital Magazines

Here is a list of useful trade magazines that marketers read regularly. As a provider, think about advertising or collaborating in an editorial, as this is an easy boost to your presence:

- Digital Marketing Magazine - Daily
- Marketer Quarterly Magazine - 4 per annum
- B2B Marketing - 4 per annum

## Events - hang out with Marketers...

There is no better way to promote your accredited CPD provision, than meeting your potential clients in person. We recommend using the following links to find events where marketers will be in attendance.



Don't forget your business cards and get ready to network!

An article on the content marketing academy website lists all the best upcoming marketing conference: <https://www.thecontentmarketingacademy.co.uk/best-marketing-business-conferences-uk-2018-review/>

A list of marketing events in the UK:

<https://cmlive.co.uk/best-marketing-business-conferences-uk-2018-review/>

Digital Marketing Events all listed in one place;

<https://www.silverbean.com/digital-marketing-events/>

## Be careful with your sales techniques...

Whilst putting this guide together, OUR CPDSO Experts undertook careful research. Looking at articles on the web, and talking to our CPDSO community, it is clear that you need to pay attention to your marketing strategy as marketing to Marketers is not straightforward!!

We have curated the following articles to ensure you best position your sales and marketing strategies:

WHAT WORKS WHEN SELLING TO MARKETERS

<https://www.smartinsights.com/lead-generation/lead-generation-strategy/works-selling-marketers-b2b-infographic/> - A useful infographic and research whitepaper that uncovers what makes marketers buy.



HOW NOT TO SELL TO MARKETERS

<https://hub.uberflip.com/blog/how-not-to-sell-to-marketers> - A great blog with top tips on what not to do!

HOW TO GRAB THE ATTENTION & WALLET OF A CMO

<https://discoverorg.com/blog/video-selling-to-marketing-how-to-grab-attention-and-wallet-of-cmo/> - An IT solution, with a great overview of the 3 keys to effectively selling to the CMO plus a video on YOUTUBE.

**\* Some of these articles are slightly dated, however their content still holds true. \***

## Our Socials

Instagram - @cpdstandards

Facebook - The CPD Standards Office

Twitter - @cpdstandards

LinkedIn - The CPD Standards Office

FINALLY, a CPDSO provider - Centaur Communications has a great website covering everything "Marketing". Check it out here....

<https://www.marketingweek.com/>



We hope you have found this factsheet helpful.

Please see [www.cpdstandards.com](http://www.cpdstandards.com) for more information on our accreditation services or call 0203 745 6463 for further advice.